



The .NG ccTLD

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NG

Nigeria is a peculiar nation filled with innovative and intuitive people, richly blessed with substance to grow, develop and sustain ideas that have become entrepreneurial giants in the hands of men.



RELEVANCE

The specific, local needs that our ccTLD is addressing is relevance.

What is relevant in the modern age that finds me wanting for placement ?

Multi-stakeholderism in action.

Local Content, Job Creation, Foreign exchange earnings and conservation.



CRUCIAL DRIVER

To show that we are a crucial driver in the development of the Local Internet Community and Infrastructure, we have organized annual projects such as

- Local Internet Content Forum;
- Getting Nigeria Business Online;
- SURE-P 5,000 free Domain Names;
- Independence 50,000 free Domain Names; and
- The SwitchTo.NG.
- And also implemented:
- NG IGF Interim Secretariat
- Exchange Point of Nigeria MoU
- Access Infrastructure

For those readi.ng to become a leadi.ng
giant in the maki.ng . . . joini.ng the

NG CORPS

is a life-time opportunity to changi.ng
the concept of Nigeria in the Cyber Space.



visit

www.switchto.ng/ngcorps

NIRA
Nigeria Internet Registration Association

www.nira.org.ng



E-INCLUSION



To ensure e-inclusion, we used our Multi-Stakeholder platform to promote our Ministry of Communication Technology's approach to domesticating eGovernance, using the SwitchTo.Gov.NG and a Multi-Stakeholder Council(s)

They are:

- The National Council on Communication Technology; and
- National IGF anchor
- Ndukwe Kalu Foundation for internet Dev.
- Non-discriminating .NG Registrars
- TWG member of child online protection



The Real ccTLD Benefits

- Potential branding advantages for each country where the company is present
- Increased organic traffic, conversions, and value
- Business value chain
- Improved local search opportunities
- Allows for in-language URLs
- Allows for multiple ranking opportunities in the search results
- Contribution to GDP
- Local Content and ownership

ccTLD
VERSUS
Social Media